

Agro branding contest attracts youths

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AGRO businesses play one of the most vital roles in the growth of Bangladesh economy. For an agriculture based country like Bangladesh, the focus on agro based products has become indispensable to ensure the value creation of our country.

However, there is lack of a platform where the young people of Bangladesh can uphold their creativity and show their innovative ideas related to agro based products. During November 2017, East West University (EWU) Agro Industrialisation Club organised EWU MARQUE PREY-EMP'17-country's first ever national level branding competition based on agro products.

This is a platform where students of the whole country had the opportunity to show

their creativity on agro based products. The event started on November 07 and ended on November 28. Team 'Dynamites' from East West University (EWU) was declared the Champion, Team 'The North' from North South University (NSU) runner-up and Team 'Nameless Till Someday' from Bangladesh University of Professionals (BUP) second runner-up.

There attended 132 teams from all over the country. This huge response reflects the enthusiasm of the current generation. It shows a light of hope for innovation and growth in agro based products.

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The champion team 'Dynamites' receiving the award from Mohammed Farashuddin, the chairperson of the Board of Trustees of East West University